



LVM Versicherung doubles production speed thanks to the RICOH Pro™ VC20000



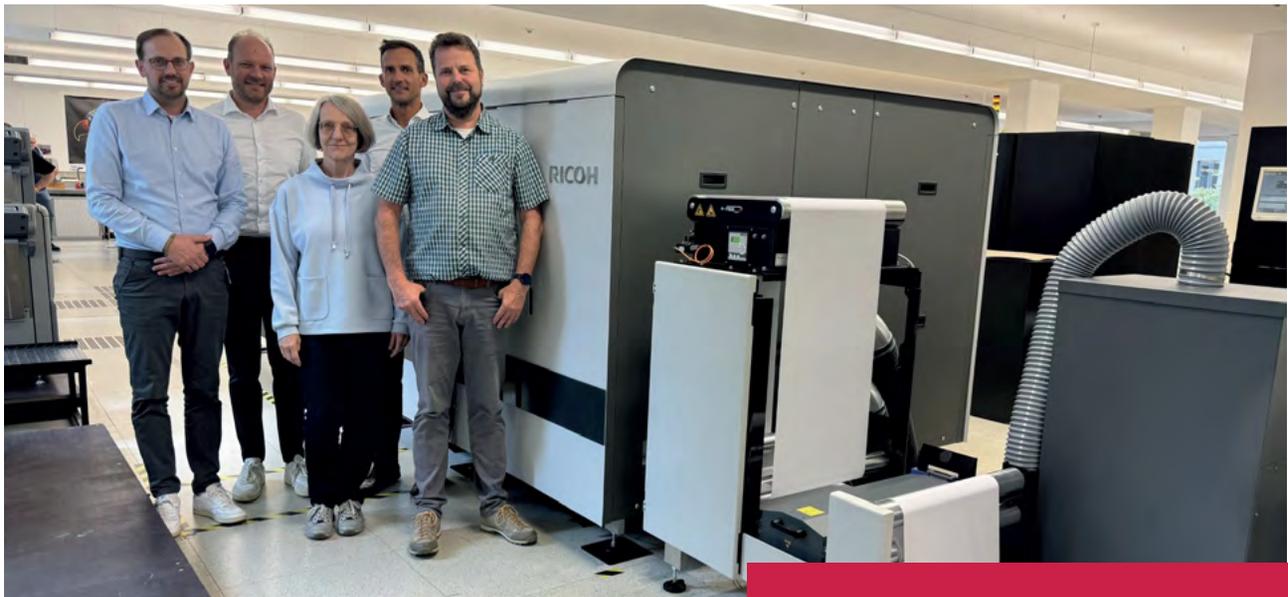
- Clear efficiency gains
- Greater ease of use
- Compact design

COMPANY AND CHALLENGE

LVM Versicherung, headquartered in Münster, is one of the leading general insurers in Germany. With over 4,000 employees on site and a total of 11,730 staff members, with the agencies distributed across Germany, LVM Versicherung offers comprehensive insurance services in all lines of business — especially in the motor insurance sector.

A central component of customer communication is the in-house printer, which produces around 15.5 million letters a year — the equivalent of around 40 million A4 pages. A team of 14 employees (some working in shifts) runs the production. “Our print jobs arrive overnight and we start at six in the morning so that the letters can be posted the same day,” explains Stefan Dürkopp, Team Leader DVS Output Service.

Printed communication continues to be very important at LVM Versicherung, especially for sensitive documents such as contract documents, premium invoices, or payment reminders. Many customers appreciate having important information they can hold in their hands. The communications department also deliberately



from left to right: Stefan Dürkopp, Team Leader DVS Output Service, LVM Versicherung; Bastian Gerner, Sales Manager High Speed Inkjet, Ricoh Germany; Ute van Heek, DVService / RZ-Produktion, Division Manager, LVM Versicherung; Torsten Lips, Commercial Director Business Process Management & Ricoh Graphic Communications, Ricoh Germany; Michael Thoms, Deputy Team Leader DVS Output Service, LVM Versicherung

relies on a balanced mix of digital and print media. High quality print products build confidence, are tangible, and achieve a demonstrably high response rate, for example with mailings.

At the same time, print operations are faced with increasing demands: paper and material costs are rising, technical maintenance is becoming more complex and digitalisation is changing processes and expectations. LVM Versicherung is therefore pursuing the goal of further developing its in-house production efficiently, sustainably, and with a focus on quality.

SOLUTION

Change of technology with Ricoh

As part of the strategic development of its in-house print operation, LVM Versicherung opted for the Ricoh Pro VC20000 high speed inkjet printing system. Ricoh was chosen not only because of its technical performance, but also because of the longstanding partnership. LVM Versicherung is already using the Ricoh IP5000, a predecessor model of the Pro VC20000, as well as various toner-based sheetfed printing systems. "We have been working with Ricoh for decades and value the open, friendly exchange," says Dürkopp.



We had expected an improvement with the Pro VC20000, but we were pleasantly surprised by the significant effect of the higher speed in everyday use.

*MICHAEL THOMS
DEPUTY TEAM LEADER
DVS OUTPUT SERVICE*



"The Pro VC20000 is fast, efficient, and easy to maintain; real added value for our in-house print shop."

STEFAN DÜRKOPP

TEAM LEADER DVS OUTPUT SERVICE



The compact design of the Pro VC20000 is a decisive advantage: it is one of the few systems that fits through the freight elevator and could therefore be integrated directly into the print shop—a logistical challenge that many other systems could not meet. Added to this is the impressive print speed of up to 150 metres per minute, which proves to be a real advantage in day to day operation. "We had anticipated an improvement, but we were pleasantly surprised by the significant impact of the higher speed in everyday operations," adds Michael Thoms, Deputy Team Leader DVS Output Service, LVM Versicherung.

The setup went smoothly, despite the challenging structural conditions: the paper unwinder is located on the first floor, while the printer is on the upper floor. The paper web runs via a vertical channel between floors—a special technical feature that Ricoh took into account in the project planning.

The Pro VC20000 is also flexible when it comes to paper selection. LVM tested various suppliers and found that the machine also works reliably with alternative/recycled papers—an important aspect in view of rising material costs.

ADVANTAGES

Efficiency, sustainability, and ease of use

The new printing line not only adds speed, but also noticeable efficiency gains. Large orders that used to require several days and extra shifts can now be completed in a single shift. This saves time and resources and enables more flexible personnel planning.

The operation of the Pro VC20000 is also impressive: the paper feed is more intelligent, the components are easily accessible, and maintenance is much easier compared to previous models. "The machine is operator-friendly and robust—it's easy to work with, without having to dig deep into the system," says Thoms.

Another highlight is the sustainable use of exhaust air heat. Instead of escaping unused outside, the heat is fed into the building's air conditioning system via a heat exchanger and used for heating—a positive side effect that became apparent only after installation.

The Ricoh Pro VC20000 has established itself at LVM Versicherung as a powerful, reliable, and sustainable solution.

The combination of speed, ease of use, and partnership with Ricoh makes it a key building block for the future of in-house production. Stefan Dürkopp summarises, “The Pro VC20000 is fast, efficient, and easy to maintain; a real benefit for our in-house print shop.”



The LVM towers in Münster at sunrise

ABOUT RICOH

Ricoh is a leading provider of integrated digital services and print and imaging solutions designed to support digital transformation of workplaces, workspaces and optimise business performance. Headquartered in Tokyo, Ricoh’s global operation reaches customers in approximately 200 countries and regions, supported by cultivated knowledge, technologies, and organisational capabilities nurtured over its 85-year history.

In the financial year ended March 2025, Ricoh Group had worldwide sales of 2,527 billion yen (approx. 16.8 billion USD). It is Ricoh’s mission and vision to empower individuals to find Fulfillment through Work by understanding and transforming how people work so we can unleash their potential and creativity to realise a sustainable future. For further information, please visit: www.ricoh-europe.com

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